

# OLD GOLD hits a homer for BABE RUTH *in Blindfold cigarette test*



The idol of the baseball world . . . "The King of Swat."

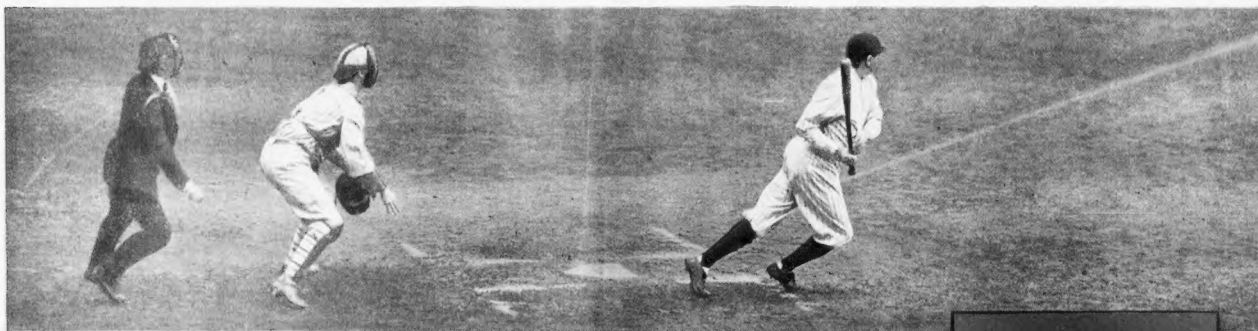
"Yes, I am well over 21 . . . so I could see no reason why I shouldn't make the blindfold test. As I tried the four leading cigarettes I kept this 'box score' on the results:

No. 1 . . . . . out at first  
No. 2 . . . . . this one 'fained'  
No. 3 . . . . . out on a pop fly  
No. 4 (OLD GOLD) *a home run hit!*

"OLD GOLD's mildness and smoothness marked it 'right off the bat' as the best."

*Babe Ruth*

BABE RUTH . . . making the test in the dressing room at the Yankee Stadium. He was asked to smoke each of the four leading brands, clearing his taste with black coffee between smokes. Only one question was asked: "Which one do you like best?"



*On a non-stop flight to the bleachers!*

*Why do they  
choose OLD GOLD  
. . . even in the dark?*

What is this superiority that wins so many famous people? It's simply *honey-like smoothness* . . . the new and delightful quality that OLD GOLD has added to cigarettes. And it comes from the *heart-leaves* of the tobacco plant . . . *the finest tobacco that grows* . . . That's why you can pick an OLD GOLD with your eyes closed. And that's why OLD GOLD is the fastest growing cigarette in America.



© P. Lorillard Co., Est. 1798

*Made from the heart-leaves  
of the tobacco plant*

SMOOTHER AND BETTER—"NOT A COUGH IN A CARLOAD"